

International Tourism Workshops

This series of four workshops focus on building tour packages to attract and support foreign visitors to Native American communities and culture.

Sunday, September 29, 2002

Workshop I, International Tourism: *Assessing Your Readiness to Attract and Accommodate the International Visitor*

1:30 p.m. – 3:00 p.m., Goldbelt Hotel

This workshop will focus on the basic components of developing a strategy to attract foreign travelers.

- How to assess and identify the potential for international tourism in your community.
- Community Interest? Is the infrastructure in place to accommodate different language needs; cultural idiosyncrasies; currency exchange.
- Determining the type of foreign visitor you want to attract; identifying appropriate foreign markets to target.
- What market research is available?
- What are their special travel needs? Is your site accessible to major international airports?

Speakers:

Monday, September 30, 2002

Workshop II, International Tourism: *Developing An International Market Promotion Strategy*

10:30 a.m. – 12:00 Noon, Goldbelt Hotel

This workshop will focus on developing a strategy to attract and accommodate foreign travelers.

- Characteristics of Foreign Travelers.
- Targeting Appropriate Foreign Markets
- Developing Identifying Foreign Markets
- Identifying Promotion Opportunities and State, Local, and Federal Resources
- Internationalizing Your Marketing Materials – translating brochures, posters, videos, websites
- FAM Tours and Working With Travel Writers

Workshop III, International Tourism: *Working With Foreign Tour Operators, Receptive Operators*

1:30 p.m. – 3:00 p.m., Goldbelt Hotel

This workshop will address the benefits and challenges in working with other foreign entities to market and support your international efforts.

- Identify Appropriate Partners
- Negotiating the Terms
- Creating a contract

Workshop IV, International Tourism: Choosing and Participating in International Travel and Tourism Trade Shows

3:15 p.m. – 4:45 p.m., Goldbelt Hotel

Travel and tourism trade shows, domestic and international, are very important venues to attract tourists, make contacts, and promote your tourism program.

- What are your target markets.
- What shows can help you promote to your target market.
- What should you expect out of a trade show.
- What do you do before the trade show?
- What do you do at a trade show.
- Following up after a trade show.
- Quality control – maintaining your market position and network
- Leveraging Resources at Trade Shows (State, Local, Federal and Others)

Draft: May 8, 2002